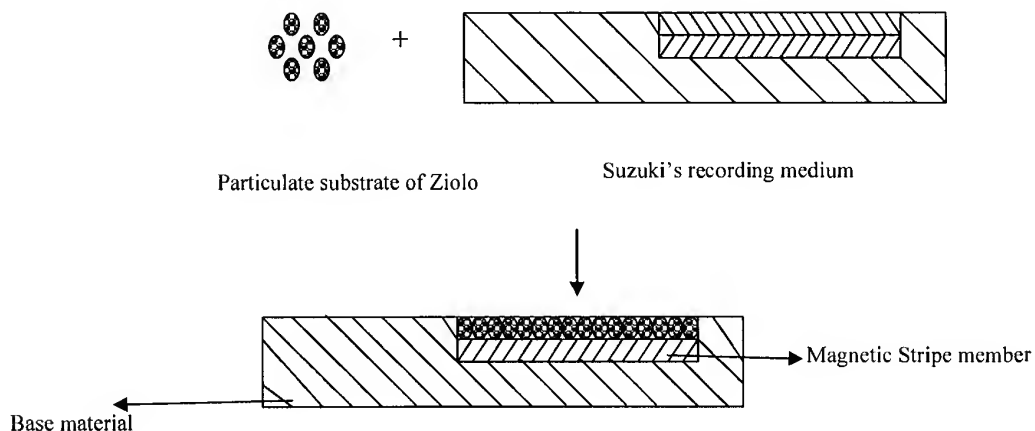
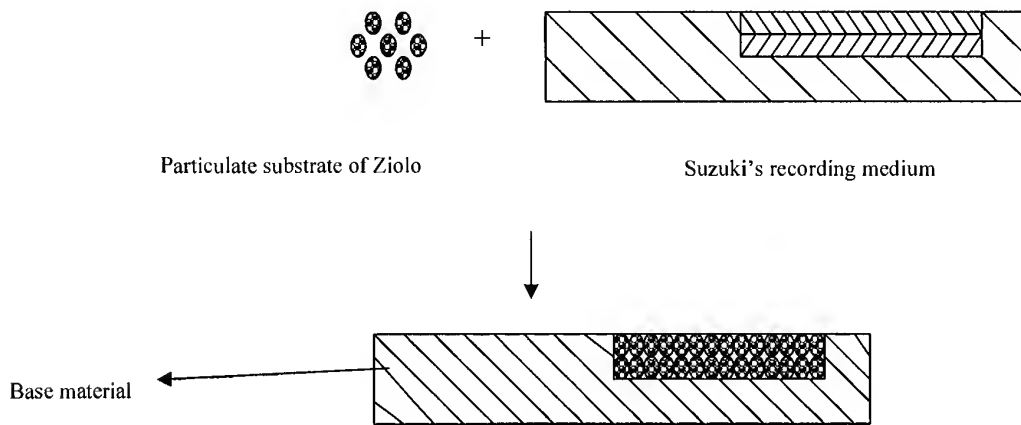


First, if the alleged motivation were indeed to exist, the skilled artisan would arrive at a magnetic recording medium as taught by Suzuki in which Ziolo's particulate substrates (that have coated or impregnated magnetic material) are formed into a magnetic stripe member and embedded into a groove formed on a base material. For example, see the illustration below.



Alternatively, one of skill in the art would combine the teachings of Ziolo and Suzuki to arrive at a recording medium in which Ziolo's particulate substrates (that are coated or impregnated with magnetic material) are used to fill the groove of Suzuki's magnetic cards. For example, see the illustration below.



However, neither one of these combinations can be equated to a tag that comprises a host material having a disordered plurality of pores in which the host material is at least substantially non-magnetic and wherein at least some of the disordered plurality of pores of the host material have been filled with a magnetic material as in the pending claims of the present invention. Therefore, even if motivation were to indeed exist as alleged by the Office, the resulting combination fails to arrive at a tag as required by the pending claims. As such, neither reference, alone or in combination, provides any evidence that such a combination would have been at all predictable.

Therefore, Applicants submit that one of ordinary skill in the art would not find it obvious to combine the teachings of Suzuki and Ziolo to arrive at a tag as claimed in the present invention.

The Applicant further contend that Ziolo's substrates are particulate and used in mixtures with toner particles to develop electrostatic latent images. This in no way provides any motivation to a person skilled in the art to use the substrate particles having coated or impregnated magnetic material as tags for identifying an object of the present invention. In view of the above observation, the Applicants contend that Suzuki and Ziolo fail to provide motivation to one of ordinary skill in the art to arrive at the present invention.

Thus, for these reasons as well as those provided in the Response to Office Action dated September 17, 2008, Applicants submit that the Office has failed to establish a *prima facie* case of obviousness and request that this rejection be withdrawn.

Applicants additionally enclose copies of Exhibits A and B as referred to in the September 17, 2008 response.

Applicants respectfully request entry of this Supplemental Communication into the file. On the basis of the foregoing remarks, Applicants respectfully submit that the pending claims are in condition for allowance.

Should any question or issue arise concerning this application, the Examiner is encouraged to contact the undersigned at the telephone number below.

No fees are believed to be necessary in connection with this filing, but should any fees be due, the Commissioner is authorized to charge same, or credit any overpayment to Deposit Account No. 18-0580, Reference No. 79030-001.

Respectfully submitted,

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## EXHIBIT A

tag - Definition from the Merriam-Webster Online Dictionary

Page 1 of 2

The screenshot shows the Merriam-Webster Online Dictionary interface. At the top, there is a banner for 'LIVE AND WORK IN THE USA' with a 'Congratulations' message and a 'You've got 1 free year' offer. Below this is a navigation bar with links to 'Unabridged', 'Encyclopedia Britannica', 'Visual', 'ESL', 'Learner's', 'for Kids', 'Spell It', and 'Word Central'. The main content area is titled 'tag' and shows 'Entries 1 to 10 of 18'. The first entry is 'tag' (noun), defined as 'a loose hanging piece of cloth'. The second entry is 'tag' (verb), defined as 'to attach a tag to'. The third entry is 'tag' (noun), defined as 'a piece of hanging or attached material'. The fourth entry is 'tag' (transitive verb), defined as 'to attach a tag to'. The fifth entry is 'TAG', defined as 'dog tag'. The sixth entry is 'phone tag', defined as 'a brief quotation used for rhetorical emphasis or sententious effect'. The seventh entry is 'price tag', defined as 'a recurrent or characteristic verbal expression'. The eighth entry is 'radio-tag', defined as 'a brief quotation used for rhetorical emphasis or sententious effect'. The ninth entry is 'tag along', defined as 'to follow someone without being invited'. The tenth entry is 'tag', defined as 'a loose hanging piece of cloth'. The page also includes a search bar, a 'Live and Work in the USA' banner, and a 'Do you want to miss your chance to Live and Work in the USA?' message.

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Dictionary | Thesaurus | Spanish/English | Medical

Search

Search "tag" in:  
Thesaurus  
Spanish/English  
Medical Dictionary  
Open Dictionary  
Browse words next to:  
tag

Browse the Dictionary:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

tag

Go

Live and work in the USA

Do you want to miss your chance to  
Live and Work in the USA?

Yes No Cancel

**tag**

Entries 1 to 10 of 18. [Next 8](#)

[tag](#) [1,noun]  
[tag](#) [2,verb]  
[tag](#) [3,noun]  
[tag](#) [4,transitive verb]  
**TAG**  
dog tag  
phone tag  
price tag  
radio-tag  
tag along

Main Entry: **tag**   
Pronunciation: **ˈtæg**  
Function: **noun**  
Etymology: Middle English *tagge*: akin to Middle Low German *tagge*, *tacke*  
twig, spike  
Date: 14th century

1 : a loose hanging piece of cloth : **TATTLER**  
2 : a metal or plastic binding on an end of a shoelace  
3 : a piece of hanging or attached material; *specifically* : a loop, knot, or tassel on a garment  
4 a : a brief quotation used for rhetorical emphasis or sententious effect b : a recurrent or characteristic verbal expression c : **TAGLINE** 1  
5 a : a cardboard, plastic, or metal marker used for identification or classification  
<license **tags**> b : a descriptive or identifying epithet c : something used for identification or location : **FLAG** d : **LABEL** 3d e : **PRICE TAG** f : an element of code in a computer document used especially to control format and layout or to establish a hyperlink  
6 : a detached fragmentary piece : **REF**  
7 : a graffiti in the form of an identifying name or symbol

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**APA Style**  
tag. (2008). In Merriam-Webster Online Dictionary.  
Retrieved August 20, 2008, from <http://www.merriam-webster.com/dictionary/tag>

EXHIBT B

# Webster's Encyclopedic Unabridged Dictionary of the English Language

PORTLAND HOUSE

ACKNOWLEDGMENTS AND PERMISSIONS

The "A dictionary of the English Language" section of this (Webster's Encyclopedic Unabridged Dictionary) is based on the first edition of *The Random House Dictionary of the English Language, the Unabridged Edition*, copyright © 1963.

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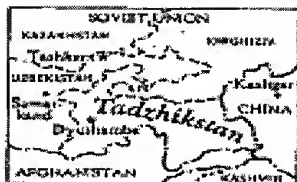
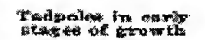
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tag team

**-a-cide** (ă'sid ē sid'). *Adj.* —*adj.* 1. Also, **-a-cid/al**, **-tenicidal**, destroying tapeworms.



**tag' boat'**, a small rowboat usually towed astern of